



Educational Partner Application

Consider the Benefits of Affiliation

CASE invites commercial firms that serve institutional advancement to affiliate with CASE as Educational Partners. CASE offers Educational Partners a choice of three levels of benefits: Gold, Silver, and Bronze.

The benefits available at these levels vary according to the number of Partner Representatives who receive premium benefits, including CURRENTS magazine; access to the CASE online Membership Directory; the number of individuals, categories and addresses listed in the online Yellow Pages; the number of free listings and links in the online Yellow Pages; and the discount rates on CASE products and services.

Discounts on CURRENTS Advertising

CASE offers discounts to Silver- and Gold-level Educational Partners for advertising

in CURRENTS, the award-winning magazine.

Online Access and Conference Discounts

Partner Representatives valuable exposure to CASE members by accessing members-only sections of the CASE Web site (www.case.org) and CASE online Membership Directory.

Educational Partner companies are listed in the online Yellow Pages with complimentary links to company e-mail addresses or Web sites.

All Educational Partner companies that attend CASE conferences receive additional discounts. If you have questions after reviewing the summary of benefits below, please contact Lori Woehrle at (202) 478-5697 or partners@case.org.

Other Opportunities to Connect with Current and Prospective Clients

Affiliating with CASE as an Educational Partner and having your company's listing available to members through the online Yellow Pages is the route that nearly 200 for-profit firms have taken to reach CASE's audience of more than 55,000 advancement professionals around the globe. We offer many other opportunities as well, including advertising in CURRENTS and the CASE conference exhibitions, and CASE mailing-list rentals.

For more information about these opportunities, contact Lori Woehrle at (202) 478-5697 or partners@case.org.

Level	Partner Representatives	Annual Dues	Additional Representatives
Gold	5	\$6,360	\$290 each
Silver	3	\$3,245	\$290 each
Bronze	1	\$1,625	\$290 each

Partner Representatives receive the following premium benefits, regardless of their company's affiliation level:

- A listing in the online Yellow Pages
- A subscription to CURRENTS, CASE's magazine, published nine times a year
- Access to CURRENTS archives and digital editions online
- Discounts on advertising in CURRENTS' Campus Buyers Guide
- Subscriptions to two e-newsletters: *BriefCASE* and *Advancement Weekly*
- Personalized service from the CASE InfoCenter
- Access to Matchmygift™, a matching gift app for smart phones
- Access to monthly podcasts
- White papers on critical advancement topics
- A copy of *Just for Educational Partners*, a quarterly e-newsletter

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

1307 New York Avenue NW
Suite 1000
Washington, DC 20005-4701
USA

2011-2012 Application for Companies (Within U.S.)

Benefits by Level of Partnership (2011-2012)		Gold	Silver	Bronze
Annual Membership Base Dues		\$6,360	\$3,245	\$1,625
	Company Partner Representatives: Receive added premium-level benefits including subscriptions to CURRENTS magazine and the quarterly Educational Partner e-newsletter; name listing with e-mail link in online Yellow Pages; personalized service from the CASE InfoCenter; access to online members-only resources; access to podcasts and white papers; access to the Matchmygift™ app; and access to the Membership Directory.	5	3	1
	Company Staff Representatives: Receive standard-level benefits including discounts on CASE products and services.	Unlimited		
Online Yellow Pages	Primary Company Listing: Company name, address, toll-free, phone, fax, e-mail link, and Web site link.	Yes	Yes	Yes
	Company Partner Representatives: Individual's name, title and e-mail link.	5	3	1
	Product/Service Category Selection(s) (Additional categories available for \$50 per category.)	3	2	1
	Company Description: (Length of description may be extended at a cost of \$25 per 25 words.)	up to 50 words	up to 50 words	up to 25 words
	Company Logo	Yes	N/A	N/A
	Additional Company Location Listings: Address, toll-free, phone, fax, e-mail link and Web site link. (Additional locations may be added for a fee of \$50 per location.)	9	4	0
Marketing & Advertising Opportunities	Discount on CASE membership mailing list rental (postal addresses for more than 55,000 advancement professionals worldwide; third-party e-mail distribution.)	1 free postal list up to 10,000 names	Yes	Yes
	Discounts on exhibit fees at CASE conferences.	Yes	Yes	Yes
	Discounts on CURRENTS display advertising.	15%	10%	5%
	Discounts on CURRENTS Campus Buyers Guide listings.	\$300	\$200	\$100
Products & Services	Discounts on CASE conference registration fees.	Yes	Yes	Yes
	Discounts on CASE books and products.	Yes	Yes	Yes
	Participation in CASE listservs.	Yes	Yes	Yes

2011-2012 Application for Companies (Within U.S.)

1. Choose an affiliation level

	Level	Partner Representatives	Staff Representatives	Annual Dues
<input type="checkbox"/>	Gold	5	unlimited	\$6,360
<input type="checkbox"/>	Silver	3	unlimited	\$3,245
<input type="checkbox"/>	Bronze	1	unlimited	\$1,625

Number of Free Listings in the online Yellow Pages:

Level	Product/Service Category(ies)	Primary Company Address	Additional Addresses	Online Link(s) Web and E-mail	Complimentary Descriptive Text
Gold	3	1	9	Unlimited	50
Silver	2	1	4	Unlimited	50
Bronze	1	1	0	2	25

2. Check additional listings

- Additional Partner Representatives _____ x \$290 each = \$ _____
over complimentary number:
- Additional product/service category _____ x \$50 each = \$ _____
listings:
- Additional address listings (includes _____ x \$50 each = \$ _____
address, phone, toll-free, fax; e-mail,
home page addresses):
- Additional links to your company's e- _____ x \$50 each = \$ _____
mail or home page through CASE's
online Yellow Pages or Advancement
Links section:
- Longer description of _____ x \$25 each = \$ _____
product/services in company's listing
(in 25-word increments):

3. Choose the correct number of product/service categories allotted to you based on your selections

- | | | |
|--|--|---|
| <input type="checkbox"/> Advancement Services | <input type="checkbox"/> Credit Card Company | <input type="checkbox"/> Media Buying |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Digital Asset Management | <input type="checkbox"/> Media Monitor |
| <input type="checkbox"/> Affinity Cards | <input type="checkbox"/> Direct Mail Services | <input type="checkbox"/> Outsourcing |
| <input type="checkbox"/> Affinity Programs | <input type="checkbox"/> Donor Recognition | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Alumni Consultants | <input type="checkbox"/> Enrollment Management | <input type="checkbox"/> Planned Giving |
| <input type="checkbox"/> Alumni Directories | <input type="checkbox"/> Event Management Software | <input type="checkbox"/> Planned Giving Software |
| <input type="checkbox"/> Alumni Insurance | <input type="checkbox"/> Executive Search | <input type="checkbox"/> Printing/Publishing |
| <input type="checkbox"/> Alumni Merchandise | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Prospect Management Systems |
| <input type="checkbox"/> Alumni Search | <input type="checkbox"/> Fundraising Analysis | <input type="checkbox"/> Prospect Research |
| <input type="checkbox"/> Alumni Services | <input type="checkbox"/> Fundraising Consultants | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Alumni Surveys | <input type="checkbox"/> Fundraising Publications | <input type="checkbox"/> Student Recruitment Services |
| <input type="checkbox"/> Alumni Travel/Fundraising | <input type="checkbox"/> Fundraising Software | <input type="checkbox"/> Survey Software |
| <input type="checkbox"/> Annual Giving | <input type="checkbox"/> Fundraising Systems Consultants | <input type="checkbox"/> Telemarketing Services |
| <input type="checkbox"/> Branding | <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Training |
| <input type="checkbox"/> Communications Consultants | <input type="checkbox"/> Integrated Services | <input type="checkbox"/> Video/Film, CD-ROM |
| <input type="checkbox"/> Computer Services Consultants | <input type="checkbox"/> Internet Alumni Services | <input type="checkbox"/> Web Development |
| <input type="checkbox"/> Computers | <input type="checkbox"/> Market Research | |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Marketing | |

Company Representatives

Please list additional individuals who should be designated as Partner Representatives. Copy this sheet as needed.

Company name:

Note: Membership coordinators are included in the Partner Representative count and receive CURRENTS, access to the CURRENTS archives and digital edition, and access to the Membership Directory.

Membership Coordinator

Name _____

Title _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Fax _____

E-mail Address _____

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)

Partner Representative

Name _____

Title _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Fax _____

E-mail Address _____

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)

Partner Representative

Name _____

Title _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Fax _____

E-mail Address _____

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)

Staff Representative

Name _____

Title _____

Address _____

City _____

State _____ ZIP _____

Phone _____

Fax _____

E-mail Address _____

Please indicate primary area of interest:

- Overall Management of Advancement (OV)
- Advancement Services (AS)
- Alumni Relations (AR)
- Fundraising/Philanthropy (FR)
- Institutional Relations (IR)
- Publications (PU)

TWO WAYS TO REGISTER

Simply complete this application form and fax it with your credit card payment to CASE at (202) 332-1964

Or mail your payment to:
CASE Membership
Department 4022
Washington, DC
20042-4022

You can expect to receive your first issue of CURRENTS and your welcome packet within two to four weeks after we receive your paid application.

QUESTIONS?

If you have any questions, please contact Lori Woehrle at (202) 478-5697 or partners@case.org.

We look forward to welcoming you as a CASE Educational Partner!